

## EAST Search History

## EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	50	(US-20050209909-\$ or US-20020087386-\$ or US-20060085255-\$ or US-20030069822-\$ or US-20040088239-\$ or US-20040210509-\$ or US-20040093296-\$ or US-20060080265-\$ or US-20080082518-\$ or US-20010047293-\$ or US-20020035537-\$ or US-20020065690-\$ or US-20040030592-\$ or US-20050189415-\$ or US-20050262004-\$ or US-20060149614-\$ or US-20070139231-\$ or US-20070214097-\$ or US-20080004947-\$ or US-20080069729-\$ or US-20020023708-\$ or US-20030009410-\$ or US-20040085377-\$ or US-20040252230-\$ or US-20050131728-\$ or US-20060039593-\$).did. or (US-20060100901-\$ or US-20060235786-\$ or US-20080091524-\$ or US-20070122787-\$ or US-20070254267-\$ or US-20070219838-\$).did. or (US-6313745-\$ or US-6341269-\$ or US-6853996-\$ or US-7050938-\$ or US-7313460-\$ or US-6567108-\$ or US-5287529-\$ or US-5987192-\$ or US-6625585-\$ or US-7229144-\$ or US-4951195-\$ or US-7076762-\$ or US-4797942-\$ or US-5098764-\$ or US-5185640-\$ or US-5907360-\$ or US-6201613-\$ or US-6393060-\$).did.	US-PGPUB; USPAT	OR	OFF	2010/08/27 19:34

L2	50	(US-20050209909-\$ or US-20010034628-\$ or US-20010041995-\$ or US-20020065690-\$ or US-20040088239-\$ or US-20040172319-\$ or US-20040210509-\$ or US-20040215551-\$ or US-20050119922-\$ or US-20070118394-\$ or US-20020087386-\$ or US-20080065471-\$ or US-20070185392-\$ or US-20070213606-\$ or US-20070255354-\$).did. or (US-6292830-\$ or US-4567981-\$ or US-4964734-\$ or US-6321205-\$ or US-4447140-\$ or US-4966538-\$ or US-5455009-\$ or US-5802511-\$ or US-5924594-\$ or US-5938621-\$ or US-5948365-\$ or US-5955032-\$ or US-5975343-\$ or US-6023694-\$ or US-6026392-\$ or US-6131192-\$ or US-6179787-\$ or US-6203503-\$ or US-5588649-\$ or US-4549884-\$ or US-4964879-\$ or US-5188426-\$ or US-5204693-\$ or US-5341824-\$ or US-5353218-\$ or US-5636040-\$).did. or (US-5713931-\$ or US-5822735-\$ or US-5963070-\$ or US-6109591-\$ or US-6243339-\$ or US-6268011-\$ or US-6362269-\$ or US-6416833-\$ or US-6450407-\$).did.	US-PGPUB; USPAT	OR	OFF	2010/08/27 19:34
L3	95	L1 or L2	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L4	5	L1 and L2	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L5	465	analysis same (brand and customer)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34

L6	3	L5 and (brand with pyramid)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L7	30	(brand with pyramid)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L8	14	L7 and analysis	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L9	13	L8 and customer	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L10	146	(customer with insight) same analysis	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L11	40	L10 and (customer same brand)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L12	34	L11 and marketing	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L13	64184	((first or primary or initial with analysis) and ((second or additional or final or another) with analysis)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L14	42	L10 and L13	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L15	8	L14 and (marketing same brand)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34

L16	88	((customer with interaction) same brand)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L17	61	L16 and marketing	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L18	12	L16 and (marketing same analysis)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L19	0	L13 and L18	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L20	0	L18 and (multiple with analysis)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L21	2	L18 and probability	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L22	2	("6026370").PN.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L23	3	(US-20020161764-\$ or US-20050189415-\$).did. or (US-6026370-\$).did.	US-PGPUB; USPAT	OR	OFF	2010/08/27 19:34
L24	0	L13 and L23	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L25	51268	((first or primary or initial) with analysis) and (second with analysis)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L26	0	L23 and L25	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34

L27	638	L25 and (marketing same analysis)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L28	46	L27 and (customer same brand)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L29	46	L28 and analysis	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L30	0	L29 and L16	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L31	10	L29 and (customer with interaction)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L32	0	L4 and (customer with interaction)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L33	2	L4 and (marketing same analysis)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L34	2	L33 and (customer and brand)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L35	50	(US-20050209909-\$ or US-20020087386-\$ or US-20060085255-\$ or US-20030069822-\$ or US-20040088239-\$ or US-20040210509-\$ or US-20040093296-\$ or US-20060080265-\$ or US-20080082518-\$ or US-20010047293-\$ or US-20020035537-\$ or US-20020065690-\$ or US-20040030592-\$ or US-20050189415-\$ or US-	US-PGPUB; USPAT	OR	OFF	2010/08/27 19:34

		20050262004-\$ or US- 20060149614-\$ or US- 20070139231-\$ or US- 20070214097-\$ or US- 20080004947-\$ or US- 20080069729-\$ or US- 20020023708-\$ or US- 20030009410-\$ or US- 20040085377-\$ or US- 20040252230-\$ or US- 20050131728-\$ or US- 20060039593-\$).did. or (US-20060100901-\$ or US- 20060235786-\$ or US- 20080091524-\$ or US- 20070122787-\$ or US- 20070254267-\$ or US- 20070219838-\$).did. or (US-6313745-\$ or US- 6341269-\$ or US-6853996- \$ or US-7050938-\$ or US- 7313460-\$ or US-6567108- \$ or US-5287529-\$ or US- 5987192-\$ or US-6625585- \$ or US-7229144-\$ or US- 4951195-\$ or US-7076762- \$ or US-4797942-\$ or US- 5098764-\$ or US-5185640- \$ or US-5907360-\$ or US- 6201613-\$ or US-6393060- \$).did.				
L36	50	(US-20050209909-\$ or US- 20010034628-\$ or US- 20010041995-\$ or US- 20020065690-\$ or US- 20040088239-\$ or US- 20040172319-\$ or US- 20040210509-\$ or US- 20040215551-\$ or US- 20050119922-\$ or US- 20070118394-\$ or US- 20020087386-\$ or US- 20080065471-\$ or US- 20070185392-\$ or US- 20070213606-\$ or US- 20070255354-\$).did. or (US-6292830-\$ or US- 4567981-\$ or US-4964734- \$ or US-6321205-\$ or US- 4447140-\$ or US-4966538- \$ or US-5455009-\$ or US- 5802511-\$ or US-5924594- \$ or US-5938621-\$ or US- 5948365-\$ or US-5955032- \$ or US-5975343-\$ or US- 6023694-\$ or US-6026392- \$ or US-6131192-\$ or US-	US-PGPUB; USPAT	OR	OFF	2010/08/27 19:34

		6179787-\$ or US-6203503-\$ or US-5588649-\$ or US-4549884-\$ or US-4964879-\$ or US-5188426-\$ or US-5204693-\$ or US-5341824-\$ or US-5353218-\$ or US-5636040-\$).did. or (US-5713931-\$ or US-5822735-\$ or US-5963070-\$ or US-6109591-\$ or US-6243339-\$ or US-6268011-\$ or US-6362269-\$ or US-6416833-\$ or US-6450407-\$).did.				
L37	5	L35 and L36	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L38	2	L37 and (marketing same analysis)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L39	2	L38 and (customer and brand)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L40	6	(US-20020161764-\$ or US-20050189415-\$ or US-20020087386-\$).did. or (US-6026370-\$ or US-7133834-\$ or US-5999908-\$).did.	US-PGPUB; USPAT	OR	OFF	2010/08/27 19:34
L41	0	L40 and image	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L42	146	(customer with insight) same analysis	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L43	40	L42 and (customer same brand)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L44	34	L43 and marketing	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34

L45	88	((customer with interaction) same brand)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L46	61	L45 and marketing	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L47	30	L46 and image	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L48	1	L47 and (brand with conver\$)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L49	43	marketing same (brand with conver\$)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L50	1	L49 and (customer with interaction)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L51	20	L49 and image	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L52	17	L51 and customer	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L53	13	L52 and analysis	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L54	11	L53 and pricing	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34



L55	135	brand same (marketing and development and value)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L56	41	L55 and (customer with interaction or input or insight))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L57	38	L56 and analysis	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L58	20	L57 and (image and pricing)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L59	4	L49 and L58	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L60	3	"brand pyramid"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L61	3400	brand with value	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L62	10	L61 same regression	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L63	10	((("20020122078") or ("20010041995") or ("20020032585") or ("20040039676") or ("20020138383")).PN.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L64	1	L61 and L63	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34

L65	0	L55 and L63	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L66	1	L64 and image	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L67	1	L66 and regression	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L68	1	L67 and analysis	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L69	8	(US-20020161764-\$ or US-20050189415-\$ or US-20020087386-\$ or US-20020169668-\$).did. or (US-6026370-\$ or US-713834-\$ or US-5999908-\$ or US-7103561-\$).did.	US-PGPUB; USPAT	OR	OFF	2010/08/27 19:34
L70	7	L69 and conver\$	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L71	188	"conjoint analysis"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L72	16	L71 and (brand with value)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L73	11	L72 and regression	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L74	11	L73 and customer	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34

L75	11	L74 and marketing	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L76	10	L75 and survey	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L77	2	("7191143").PN.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L78	4	((("959096") or ("5041972"))).PN.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L79	2770	brand with develop\$	US-PGPUB; USPAT	OR	OFF	2010/08/27 19:34
L80	184	L79 same (analysis or evaluation)	US-PGPUB; USPAT	OR	OFF	2010/08/27 19:34
L81	27	L80 same customer	US-PGPUB; USPAT	OR	OFF	2010/08/27 19:34
L82	3	L81 same (conversion or transition or change or transition)	US-PGPUB; USPAT	OR	OFF	2010/08/27 19:34
L83	10	brand same (development and pyramid)	US-PGPUB; USPAT	OR	OFF	2010/08/27 19:34
L84	30	brand with pyramid	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L85	6	brand adj2 pyramid	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L86	1603	brand near5 develop\$	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L87	85	L86 and (regression)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34

L88	33	L86 and (regression and conversion)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L89	10	L88 and (pricing and marketing)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L90	11	L88 and (pricing)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L91	3	L86 same pyramid	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L92	25	L86 and (marketing and regression)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L93	389715	((regression or (trade adj off) or image or equity or probability or econometric or behavioral or conversion) near3 (analysis or evaluat\$ or determin\$)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/27 19:34
L94	58	L93 same (brand\$ and (customer or buyer or purchaser or consumer))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L95	473422	((regression or statistic\$) or (trade adj off) or image or equity or probability or econometric or behavioral or conversion) near3 (analysis or evaluat\$ or determin\$)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/27 19:34
L96	473422	((regression or statistic\$) or (trade adj off) or image or equity or probability or econometric or behavioral or conversion) near3 (analysis or evaluat\$ or determin\$)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2010/08/27 19:34

L97	140	L96 same (brand\$ and (customer or buyer or purchaser or consumer))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L98	9	L97 and (((first or primary) near3 (analysis or determinat\$ or evaluat\$)) and ((second or further or additional or multiple) near3 (analysis or determinat\$ or evaluat\$)))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L99	48901	(((first or primary) near3 (analysis or determinat\$ or evaluat\$)) and ((second or further or additional or multiple) near3 (analysis or determinat\$ or evaluat\$)))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L100	14656	L96 and L99	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L101	30946	(((first or primary) near3 (analysis or evaluat\$)) and ((second or further or additional or multiple) near3 (analysis or determinat\$ or evaluat\$)))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34
L102	8	L97 and L101	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2010/08/27 19:34

**EAST Search History (I nterference)**

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**8/ 27/ 2010 7:47:13 PM****H:\ Workspaces\ Brand Value Management-10804720.wsp**